

*Discover Your Air* was born when Nike and Foot Locker asked Bullish to launch a '90s-flavored campaign promoting a series of sneaker drops. The campaign features [a game show](#) hosted by iconic rapper Fat Joe, time capsule "unearthings" by NBA player Jayson Tatum and rapper Playboi Carti, pop-up events, influencer features and a series of [vertical iPhone videos](#) created by Rick Jacques.

*Discover Your Air*

Clients: Nike, Foot Locker

Agency: [Bullish, Inc.](#)

Production: [Mass Appeal](#)

Editorial: [Whitehouse Post](#)

Post-Prod: [Carbon VFX](#)

Mix/sound: [WAVE Studios](#)

[Watch the Feature Film](#)

[Read the full list of credits on Adweek](#)